

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #570300

Mr. T. Hyrb
SCHEIDELMAN, INC.

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Tom:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 15 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>1</u>	Doral Lt Men 100	12300-24752
<u>1</u>	Doral FF 100	12300-24751

PO #010698

Product / Premium Arrival: January 6, 1998
Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)

SKU CUBE: 0.4965
SKU WT (w/o Product): 1.5625 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$302.08

VM RRS
006-0019
Need T.O.D.

51854 8888

\$1.00 2-Pack Tear Tape
SCHEIDELMAN, INC.

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Two cartons of each of the 2 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162206

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

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WHOLESALE : 570300 SCHEIDELMAN, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162236	172449	VELLA'S NO SHORE MK	103 SOUTH LAKE ST	CLEVELAND	NY	13042	1				(315) 675-8800
162202	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	1				(315) 623-9472
162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	1				(315) 668-6384
162202	162236	036009	NORTH BAY MINI MART	2088 ROUTE 49	NORTH BAY	NY	13123	1				(315) 245-1135
162202	162236	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY	13316	1				(315) 245-1959
162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	1			650	(315) 834-9988
162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309	1				(315) 942-2614
162206	162235	787328	FREDS FAMILY FOODIA	3478 ONEIDA ST	CHADWICKS	NY	13319	1				(315) 737-9564
162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032	1			3038	(315) 697-7932
162206	162234	667897	BOB'S COUNTRY STORE	ROUTE 166	ROSEBOOM	NY	13450	1			0022	(607) 264-3007
162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY	13350	1			3035	(315) 866-2641
162206	162236	753482	SILVER CITY MARKET	329 E SENECA ST	SHERRILL	NY	13461	1				(315) 363-6590
162206	162235	419907	NICE N EASY #2501	ROUTES 28 & 8	POLAND	NY	13431	1	NYS			(315) 826-7222

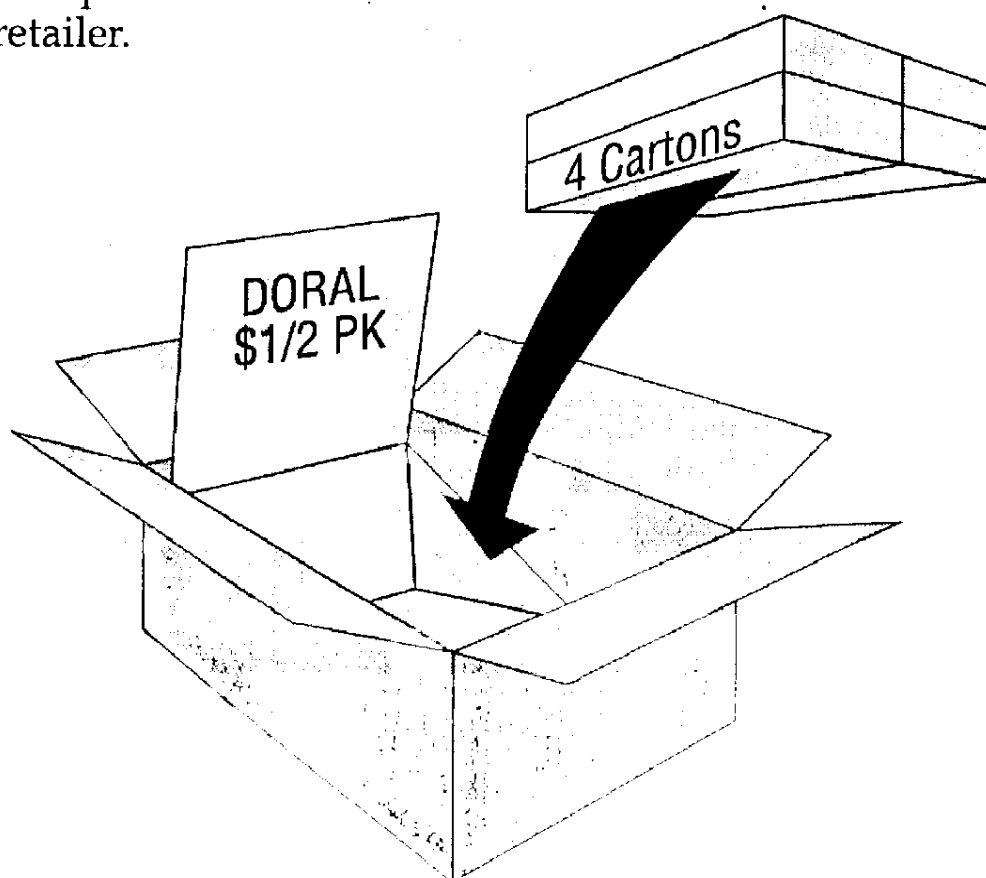
PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January DORAL \$1.00/2 PK***(\$1.00 off 2 packs—Pack Outlets, CTS Pack)***STEPS**

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit** Pack 4 ctns per display
4 styles may not be
shipped to all direct Acct.*

Brand Style	<i>Light</i>	<i>Light 100</i>	<i>Light MEN 100</i>	<i>FF 100</i>		
Number of Cartons	<i>/</i>	<i>/</i>	<i>/</i>	<i>/</i>		

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